HELP College of Arts and Technology

4+0 American Degree Program

- Psychology
- Business Administration
- Finance
- Marketing
- Communication
- Human Resource Management
The only American Degree Program in Malaysia to include one academic year of study at Upper Iowa University in the US.

* Airfare and ** accommodation provided
* 2016 intakes only
American Degree Program in Malaysia to include one academic year of FREE study at Upper Iowa University.
Upper Iowa University

Upper Iowa University (UIU), is a private institution of higher education with its residential campus located in Northeast Iowa, United States near the Volga River in the rural community of Fayette. UIU offers distance education programs that include 15 centers in the U.S, offered an online program and independent study program in Hong Kong, Singapore and Malaysia.

HELP College of Arts and Technology conducts the Bachelor of Science in Business Administration, the Bachelor of Science in Psychology, the Bachelor of Science in Communication, the Bachelor of Science in Finance, the Bachelor of Science Human Resource Management and the Bachelor of Science in Marketing from UIU.

The direct entry program for Malaysia Form 5 SPM students is a great way for Malaysian students to gain access into Tier-1 American University in the afore-mentioned fields of study.

The UIU programs offered in HELP College of Arts and Technology provide students with a solid inter-disciplinary platform before they embark on their majors (Business Administration, Psychology, Communication, Finance, Human Resource Management and Marketing.

A high level of academic rigor and quality is ensured in the UIU programs through on-site faculty, faculty exchange, and visiting lecturers.
Special features of Upper Iowa University

- UIU is one of the largest universities in the American Midwest
- UIU’s distinguished alumni include a Nobel Peace Prize winner and a world-famous Biblical archaeologist and scholar
- Upper Iowa University is a recognized innovator in offering accredited, quality programs through flexible, multiple delivery systems, including online and independent study
- UIU’s Residential Campus located in Fayette, Iowa, has over 900 students. The largest capital improvement campaign in the University's history, $75 million, is currently underway on campus
- UIU’s Distance Education Programs (an award-winning Online Program and independent study) offer the flexibility to study anywhere, anytime
- UIU has 15 US Center locations in Illinois, Iowa, Kansas, Louisiana, Minnesota, and Wisconsin offering evening classes. UIU is global, with International Centers in Hong Kong, Singapore and Malaysia and offers a study abroad program
- UIU ranks in the top 25% of colleges nationally for the enhancement of student learning
  
  Source: CLA Learning Report-2009

- UIU is the only NCAA Division II Athletic Program in Iowa and member of Northern Sun Intercollegiate Conference (NCIS)
- Upper Iowa University celebrates 21 percent diversity among its student population
- Upper Iowa University is accredited by The Higher Learning Commission and is a member of the North Central Association (www.ncahigherlearningcommission.org) and is approved by the Louisiana Higher Education Board, the Wisconsin Educational Approval Board, and the Iowa Department of Education (for teacher education in Iowa only). The programs offered are approved by the States of Iowa, Kansas (restricted), Louisiana, and Wisconsin for veterans' benefits.

Rankings

Upper Iowa University received strong ranking by US News & World Report 2015 in several categories:

- Tier 1 school in the Best Colleges – Regional Universities Midwest category
- Best Colleges for Veterans category
- Best Online Bachelor's Programs category
- Best Online MBA Programs category
Upper Iowa University

Upper Iowa University (UIU), founded in 1857, is a private, not-for-profit comprehensive university. UIU has a traditional, residential campus in Fayette, Iowa, and 19 off-campus educational centers in the United States. In addition, UIU has educational centers in Hong Kong and Malaysia.
Why Upper Iowa University @ HELP CAT?

Why Upper Iowa University

Direct Entry after SPM!
Go straight into an American degree program from a prestigious university.

Accreditation
Accredited by the US Higher Learning Commission (HLC), North Central Association (NCA) & Malaysian Qualifications Agency (MQA).

Student Clubs
Character building, leadership nurturing, and interactive, critical & analytical thinking from large number of clubs and societies.

Emphasis on Coursework
Less emphasis on exams and greater concentration on coursework (projects and presentations) develops all-round skills effectively.

Visiting Professors from UIU
Selected subjects will be taught by senior academics with PhDs from UIU.

Ideal Lecturer-Student ratio of 1:30
Enables closer monitoring of progress, resulting in interactive and more effective learning.

Flexibility of Transfer
Option of completing the final year at UIU or transfer to other US universities (2 years).

Credit transfer
Credit transfer and exemptions for holders of Diplomas, IB and ADTP transcripts.

Connected
Location of a UIU office at HELP CAT for consultation and ease of communication.

Wide range of Career Options
Consultancy, banking & finance, management, psychology, marketing & retailing, operations & management, media.

Why Upper Iowa University
HELP College of Arts and Technology (HELP CAT)

The HELP College of Arts and Technology (HELP CAT) campus at Fraser Business Park, Sungai Besi, is part of the multi-campus development of the HELP Group.

Located within the city of Kuala Lumpur (KL), the College enables students to enjoy the benefits of living and learning in metropolitan KL with access to excellent facilities and top academic and professional expertise.

The city Light Rail Transit (LRT) network connects the College to all suburban areas of KL.

A purpose-designed campus, HELP CAT offers a wide range of innovative academic, professional and vocational programmes as shown below.

- Top-rated partners, including the University of London and the Anglia Ruskin University (UK) provide more options for academic and career development

- Professional programmes such as the internationally renowned Association of Chartered Certified Accountants (ACCA) and Certified Accounting Technician (CAT) programmes.

- A wide range of diploma and short courses are available to provide credit transfer options and competency training.

The HELP benchmark for quality education and academic achievement will continue to distinguish our enterprise at HELP CAT.

Datum Dr Paul Chan, Chairman of the HELP CAT Board (2L) and Dr William Duffy, President of Upper Iowa University (2R) pose with Dr Choong Yeow Wei (L), President and CEO of HELP CAT and Ismael Betancourt, Vice President of UIU (R), after the signing of the MOU for the delivery of UIU programs at HELP CAT.
THE CITY COLLEGE IN THE HEART OF KUALA LUMPUR
STATE-OF-THE-ART-FACILITIES
Programs Offered

- Bachelor of Science in Business Administration
- Bachelor of Science in Marketing
- Bachelor of Science in Finance
- Bachelor of Science in Human Resource Management
- Bachelor of Science in Psychology
- Bachelor of Science in Communication
Upper Iowa University’s psychology program offers you a solid foundation in the methods of psychology, an understanding of behavior from a psychological content perspective and practical experience in the community. Graduates are well-prepared to pursue graduate degrees in several fields of psychology, including developmental psychology, educational psychology, school psychology, sports psychology, forensic psychology, counselling and clinical psychology, community mental health, cognitive psychology, personality and social psychology, as well as industrial and organizational psychology.

### Year 1
- English Composition I
- College Algebra with Applications
- General Biological Sciences
- Introduction to Computer Applications and Technology
- Tamadun Islam dan Tamadun Asia (TITAS) / Bahasa Komunikasi 3
- English Composition II
- Public Speaking
- Introduction to Art
- Introduction to Cultural Anthropology
- Introduction to Environmental Science
- Hubungan Etnik / Malaysian Studies

### Year 2
- Introduction to Philosophy
- Marketing Principles
- General Psychology
- Strategic Planning for Entrepreneurs
- Human Biology and Nutrition
- World History Since 1500
- Elementary Statistics
- Conflict Resolution
- Malaysian Economy

### Year 3
- Critical Thinking
- Research Methods
- Skills and Strategies in the Helping Professions
- Community Services
- Learning and Memory
- Abnormal Psychology
- Personality
- Motivation
- Human Growth, Development and Guidance
- Substance Abuse
- Cognition

### Year 4
- Social Gerontology
- Industrial Training
- Interpersonal Communication
- Developmental Psychology: Birth to Adolescence
- Developmental Psychology: Young Adulthood to Late Adulthood
- Social Psychology
- Biology and Behavior
- Industrial Psychology
- Issues and Ethics in the Helping Profession
- Organizational Behavior
Upper Iowa University’s communication program prepares you for a career in corporate communications, public relations, journalism, advertising, government relations, business writing and much more. The communication major combines courses in communication with a thorough grounding in the liberal arts. In addition, two marketing courses are required. Students are encouraged to develop special competencies in their areas of interest, they may take advanced courses in video production, professional writing, advertising or public relations. Many employers rank communication skills as the most important qualification when considering prospective employees.

### Year 1
- English Composition I
- College Algebra with Applications
- General Biological Sciences
- Introduction to Computer Applications and Technology
- Tamadun Islam dan Tamadun Asia (TITAS) / Bahasa Komunikasi 3
- English Composition II
- Public Speaking
- Introduction to Art
- Introduction to Cultural Anthropology
- Introduction to Environmental Science
- Hubungan Etnik / Malaysian Studies

### Year 2
- Introduction to Philosophy
- General Psychology
- Strategic Planning for Entrepreneurs
- Marketing Principles
- Human Biology and Nutrition
- World History Since 1500
- Elementary Statistics
- Human Growth, Development and Guidance
- Malaysian Economy

### Year 3
- Critical Thinking
- News Editing
- Principles of Interviewing
- Community Services
- Communication Theory
- TV Production
- Business and Professional Communication
- Feature Writing
- Writing for Media
- Publication Design
- Communications Ethics

### Year 4
- Digital Photography and Editing
- Industrial Training
- Advertising Design
- Introduction to Graphic Design
- Digital Imaging
- Digital Illustration
- Typography
- Personal Selling
- Organizational Communication
- Advertising and Integrated Marketing Communications
Bachelor of Science in Finance
N/343/6/0199(MQA/PA 6631)01/21

Upper Iowa University’s finance program is designed to equip the students with in depth understanding in financial area and allow for practical application in the workplace. With the knowledge and skills provided, students are prepared for a wide-array of career in financial sector including the accountancy firm, multinational corporations and any government agencies.

Year 1
- English Composition I
- College Algebra with Applications
- General Biological Sciences
- Introduction to Computer Applications and Technology
- Tamadun Islam dan Tamadun Asia (TITAS) / Bahasa Komunikasi 3
- English Composition II
- Microeconomics Principles
- Introduction to Art
- Introduction to Cultural Anthropology
- Introduction to Environmental Science
- Hubungan Etnik / Malaysian Studies

Year 2
- Macroeconomics Principles
- Accounting Principles I
- General Psychology
- Strategic Planning for Entrepreneurs
- Introduction to Philosophy
- Accounting Principles II
- Business Ethics
- Elementary Statistics
- Public Speaking
- Malaysian Economy

Year 3
- Critical Thinking
- Management Information Systems
- Management Principles
- Community Services
- Business Law I
- Corporate Financial Management
- Money and Banking
- Marketing Principles
- Investments
- Risk Management
- Entrepreneurship and Small Business Management

Year 4
- Quantitative Decisions in Business
- Human Resource Management
- Strategic Management
- Leadership Theory
- Labor Relations and Negotiation
- Global Marketing
- Management Cases
- Intermediate Financial Management
- Economics of International Business
- Industrial Psychology
Bachelor of Science in Human Resource Management

Upper Iowa University’s human resource management program is designed to equip students with the knowledge of contemporary human resource management (HRM) practices and its strategic relevance in business. Students will develop strategies to manage people and construct workplace arrangements that respond to organizational and human needs. Students will be kept up-to-date with the new roles and responsibilities of HRM to suit today’s globalized work environment.

Year 1
- English Composition I
- College Algebra with Applications
- General Biological Sciences
- Introduction to Computer Applications and Technology
- Tamadun Islam dan Tamadun Asia (TITAS) / Bahasa Komunikasi 3
- English Composition II
- Microeconomics Principles
- Introduction to Art
- Introduction to Cultural Anthropology
- Introduction to Environmental Science
- Hubungan Etnik / Malaysian Studies

Year 2
- Macroeconomics Principles
- Accounting Principles I
- General Psychology
- Strategic Planning for Entrepreneurs
- Introduction to Philosophy
- Accounting Principles II
- Business Ethics
- Elementary Statistics
- Public Speaking
- Malaysian Economy
- Community Services

Year 3
- Critical Thinking
- Management Information Systems
- Human Resource Management
- Organizational Behavior
- Business Law I
- International Management
- Marketing Principles
- Training and Development
- Management Principles
- Strategic Management

Year 4
- Quantitative Decisions in Business
- Corporate Financial Management
- Labor Relations and Negotiation
- Leadership Theory
- Cross-cultural Leadership
- Personnel Selection and Evaluation
- Compensation and Benefits Management
- Industrial Psychology
- Industrial Training
Bachelor of Science in Marketing

Upper Iowa University’s marketing program is designed to equip the student with the latest theories and practices in business marketing including how to communicate information on products and services to the target market. Graduates of this programme will acquire decision-making skills and able to understand consumers’ needs.

**Year 1**
- English Composition I
- College Algebra with Applications
- General Biological Sciences
- Introduction to Computer Applications and Technology
- Tamadun Islam dan Tamadun Asia (TITAS) / Bahasa Komunikasi 3
- English Composition II
- Microeconomics Principles
- Third Language (French/Spanish/Italian/Korean)
- Introduction to Cultural Anthropology
- Introduction to Environmental Science
- Hubungan Etnik / Malaysian Studies
- Marketing Principles

**Year 2**
- Macroeconomics Principles
- Accounting Principles I
- General Psychology
- Corporate Financial Management
- Introduction to Philosophy
- Accounting Principles II
- Business Ethics
- Elementary Statistics
- Public Speaking
- Malaysian Economy

**Year 3**
- Consumer Behavior
- Management Information Systems
- Global Marketing
- Community Services
- Business Law I
- Personal Selling
- Strategic Planning for Entrepreneurs
- Management Principles
- Strategic Management
- Retailing

**Year 4**
- Marketing Management
- Quantitative Decisions in Business
- Economics of International Business
- Critical Thinking
- International Finance
- Advertising and Integrated Marketing Communications
- Marketing Research
- Marketing Cases
- Industrial Training
Upper Iowa University’s business administration program offers students an opportunity to combine business knowledge and skills with a variety of specific study areas including international business, online business, management of events and sustainable enterprises. The UIU business program ensures a meaningful learning experience via a mix learning modes that allows flexibility in a collaborative learning environment. Students may engage with industry through the special coop internship programs, placement, and/or work experience options during the program.

**Year 1**
- English Composition I
- College Algebra with Applications
- General Biological Sciences
- Introduction to Computer Applications and Technology
- Tamadun Islam dan Tamadun Asia (TITAS) / Bahasa Komunikasi 3
- English Composition II
- Microeconomics Principles
- Introduction to Art
- Introduction to Cultural Anthropology
- Introduction to Environmental Science
- Hubungan Etnik / Malaysian Studies

**Year 2**
- Macroeconomics Principles
- Accounting Principles I
- General Psychology
- Strategic Planning for Entrepreneurs
- Introduction to Philosophy
- Accounting Principles II
- Business Ethics
- Elementary Statistics
- Public Speaking
- Malaysian Economy

**Year 3**
- Critical Thinking
- Management Information Systems
- Marketing Principles
- Community Services
- Business Law I
- Corporate Financial Management
- Money and Banking
- Management Principles
- Human Resource Management
- Personal Selling
- Investments

**Year 4**
- Production and Operations Management
- Quantitative Decisions in Business
- Advertising and Integrated Marketing Communications
- Consumer Behavior
- Leadership Theory
- Labor Relations and Negotiation
- Economics of International Business
- Strategic Management
- Management Cases
- International Management
Entry requirements

- Minimum of 5 credits in SPM/O-Levels with a pass in English and Math. For BSc in Finance, a credit in English. For BSc in Psychology, a pass in Science.
- Minimum Grade B in 5 subjects in UEC.
- HELP’s Foundation in Arts or Foundation in Science.
- Pass in Diploma / STPM / A-Level / Canadian Pre-University / Australian Matriculation / South Australian Matriculation / Ontario Secondary School Diploma / American Degree Transfer Program.
- Minimum 24 grade in International Baccalaureate.
- 12 years of schooling with accredited certificate from home country.

Intakes

- January, May & September
UIU 4+0 programs deliver an American Education of unmatched value

- One academic year at the UIU campus in US (airfare and accommodation paid for)
- Opt for a Double Major at no extra cost
- Direct entry after SPM – graduate with an American degree in 4 years
- Selected courses taught by UIU senior academic staff in Malaysia
- Continuous course assessment with less emphasis on exams
- Internship program for industrial and practical experience
- Opportunities to live and work in the US

Added value:
Senior UIU Academics with PhDs at HELP CAT

These senior UIU academics are assigned to Malaysia to give extra value to students’ experience of studying for an American degree at HELP CAT.

Dr Petra Speier-Werner
B Econ, MA Social Behavioural Sciences (Tübingen),
PhD Business Economics & Social Sciences (Hamburg)

Dr Petra Speier-Werner teaches management and psychology courses in the UIU programs at HELP CAT. She has worked for the German federal government, at Deloitte Business Consulting, and for one of the biggest German NGOs in poverty eradication. She has worked in Europe, Latin America and Africa. She has been an independent international consultant, coach and a lecturer. Her areas of interest are: Organizational Development, Management and Leadership, Strategy Development and Implementation, Quality Management, Monitoring and Evaluation, Social Psychology, Motivation and Action, Work and Task Analysis and Design, and Project Management. Dr Speier-Werner loves to teach and support students and organizations to grow.

Dr Kurt Bruder
BA Communications, MA Communications (Michigan State), MEd (Texas Tech), PhD Communication (Texas, Austin)

Dr Kurt Bruder teaches communication courses in the UIU programs at HELP CAT. He is a communication scholar-teacher, trained psychotherapist, and student of spiritual development. Dr Bruder has trained communication professionals in skill areas like public speaking, interpersonal and intercultural communication, communication theory and persuasion. In the UIU-HELP CAT campus, he is presently teaching News Editing, Feature Writing, and Writing for Media, and guiding students approaching graduation in their Senior Projects. Dr Bruder is the author of several books. He is also a recording artist.

Includes* one academic year of study at Upper Iowa University

Registered students will be sent to study for one year at Upper Iowa University campus in Iowa, US at no extra cost. The program will cover:

- Community projects in Fayette, the home of UIU, to nurture leadership, teamwork, teambuilding and enhance communication skills
- Attending classes in 4 subjects
- Study tour to Detroit, Minneapolis or Chicago
- Experiencing the US lifestyle, academic life, and cultural immersion and networking with US and international students.

*Subject to US visa approval
Distinguished alumni of Upper Iowa University

John Mott
Winner of the Nobel Prize for Peace for his work in establishing international student organizations that worked to promote peace.

Dr Arlie V Bock
The founding father of sports medicine.

William F Albright
Founder of Biblical archaeology and authencitator of the Dead Sea Scrolls.

George Safford Parker
Founder of the Parker Pen Company.